

## Heart Gallery Evaluation-Data Sources for Quarterly Reports

Period Covered: July 1 – September 30, 2011

PROCESS OR OUTCOME TO BE MEASURED		Source of Data	Person(s) Responsible	QTR 1st		
EVENTS						
	# of events this quarter			Major	Minor	Mini 18
	# of media hits and clips this quarter					
	% increase or decrease from last quarter					
	Calculated value of media hits and clips					
	# of social media "fans" this quarter					
	% increase or decrease from last quarter					
CHILD INTERACTION/ REFERRALS						
TOTAL QUARTERLY EXPENDITURES						
OTHER						

ATTACHMENTS:

- Evaluation Dashboard
- DCS Outcomes report
- Heart Galleries by Region
- Quarterly Expenditure Report

10/26/11